

# SJCJC - Business Department



Parents' Meeting - May 10th, 2023

# Programs of Study

Tourism  
Management  
(80 credit hours)

Entrepreneurship  
(80 credit hours)

Business  
Administration  
(71 credit hours)

## Programs of Study

# Business Administration

Accounting  
(77 credits)

Economics  
(77 credits)

Accounting  
&  
Economics  
(80 credits)

Graphic  
Design  
(77 credits)

# Overview



Why study this program?



Career path(s) & Employment Opportunities



Professional Core Courses



Program Highlights

# Tourism Management



# Why Tourism Management?



- ∞ Increased entrepreneurial opportunity exists in a growing market.
- ∞ Fosters employment opportunities closing the mismatch in the demand for skilled laborers.
- ∞ Allows for continued growth in the Economy (increase in GDP, achievement of Millennium Development Goals.
- ∞ Socio cultural preservation – preservation of heritage, culture, local customs, environment and natural habitats.
- ∞ Creates inter sectoral linkages thus ensuring that the static and dynamic nature of the industry and its sustainability be enjoyed for years to come.

# Professional Core Courses



## **Semester II**

- ∞ ENT 110 – Introduction to Entrepreneurship
- ∞ CGD 118 – Graphic Design
- ∞ THM 120 – Introduction to Tourism and Hospitality Management

## **Semester III**

- ∞ CGD 217 – Design Communication
- ∞ THM 236 – Tourism Planning and Policy

## **Semester IV**

- ∞ SCI 104- Environment Conservation and Development
- ∞ THM 255- Destination Planning and Product Development

# Career Paths and Employment Opportunities



**Entrepreneurs** – Develop new and sustainable product and service offerings for both domestic and international tourists.



**Managers and Supervisors** – Sales and Marketing, hotels, spas, PR, Human Resource, etc.



**Industry Front liners** - Event and Conference Organizer, Tour Operators, Tour Guides, Travel Agents, Travel Consultants, etc..



# Program Highlights



Are you ready to make this year everything last year wasn't?  
Then it's time to grab life in **belize**.



# Entrepreneurship

**"Entrepreneurship isn't a job;  
Entrepreneurship is  
a Mindset."**



# Studying & Learning the Art of Entrepreneurship

- ★ It benefits students and learners from different social and economic backgrounds  
because it teaches people to cultivate unique skills and think outside the box.
- ★ It creates opportunity, instills confidence, ensures social justice and stimulates the economy.
- ★ Entrepreneurship education encourages students to be innovative, creative and  
collaborative with others.
- ★ Studying entrepreneurship allows students the opportunity to acquire a wide range of business-relevant skills making you an ideal candidate in most fields.
- ★ Skills taught in entrepreneur courses generally apply to all areas of industry and do not kill creativity or block opportunity to a specific career.

# Career Paths & Employment Opportunities



1. **Mid-level Management** - In medium and large companies, mid-level management personnel converts an idea into execution. Graduates with entrepreneurial degrees are well suited for this opportunity.
2. **Business Consultant** - You have the training to help identify things that others may not pick up on and the training to know how to fix them. Entrepreneurs are needed; you can go to a client, identify problems, and fix them. This is what entrepreneurs do, and this job is perfect for you.
3. **Sales Manager** - Someone who works in sales or runs the department needs to know how businesses run. They need to know how to represent a company, manage accounts, and follow up on leads.
4. **Recruiter/Human Resource Officer** - Having had courses that cover operations management, leadership, and a variety of others, you most likely have a keen sense of what type of person is needed to fulfill a position.
5. **Teacher** - It suggests you teach a core competency but teach students the entrepreneurial side. Teach them the benefits of math to business, history to innovation, and literature to persuasive advertising.

# Professional Core Courses

## **Semester: I**

- ENT 105: Creativity, Innovation, and Idea Development

## **Semester: II**

- ENT 110: Introduction to Entrepreneurship
- CDG 118: Graphic Design

## **Semester: III**

- ENT 210: Social Entrepreneurship
- CGD 217: Design Communication

## **Semester: IV**

- ENT 252: Entrepreneurship Capstone Project

# Highlights

**“It's not about ideas; it's about making Ideas happen”.**



★ **Value Proposition Canvas (Sem I)**

★ **Business Model Canvas and Pitch Deck**

**(Sem II)**

★ **Marketing and Sales (Expo - Sem III)**

★ **Capstone Project (Small Business Team**

**Competition and Elevator Pitch - Sem IV)**



# Business Administration



# Why Business Administration?

- ★ **Myriad of different business courses** - Includes a background on Management, Accounting, Economics, and Marketing among other courses that reflect the multidisciplinary nature of business
- ★ **Future specialization in an area of interest** - Provides exposure to different courses from which students may choose a specialization
- ★ **Diversity and plenitude of careers in all industries** - Opens windows of opportunities as students do not limit themselves to one particular discipline. Leads to many entry-level roles upon graduation.
- ★ **Fundamental understanding of how organizations operate** and key elements that make businesses successful



# Career Paths & Employment Opportunities

**Pursuing further studies** - Degree specialization

**Working** - Entry-level positions in business careers in both public and private sectors

					
Management	Accounting & Finance	Consultancy	Retail & Sales	Economics	Marketing & Advertising

# Professional Core Courses

## **SEMESTER I**

- ACC 101 Principles of Accounting I
- BUS 105 Management
- ECO 105 Microeconomics

## **SEMESTER II**

- ACC 102 Principles of Accounting II
- ECO 106 Macroeconomics
- BUS 224 Business Ethics

## **SEMESTER III**

- BUS 213 Marketing
- BUS 223 Business Finance
- BUS 251 Business Communications
- BUS 253 Business Internship

## **SEMESTER IV**

- BUS 252 Small Business Mgmt
- BUS 222 Business Law

# Highlights

## Guest Speakers



## Marketing Expo



## Business Internship



## Community Service



*Projections, Estimates, Calculations,*  
*Analysis*  
**ACCOUNTING**



# Business Admin.w/ Accounting



A New Business of Opportunities:

Quality Education,

Quality Accounting

# Studying Accounting .....

**We live in an information age, where that information, and its reliability impacts the financial well-being of us all.**

- ★ Accounting is a foundational element of business and its study will afford students unique skills such as: control, stability, and accountability.
- ★ Students will acquire knowledge and develop a fundamental understanding of the operations within a business enterprise which will agitate and provoke critical decision making analysis.
- ★ It creates opportunity, instills creativity, diversification, innovation and stimulates commitment and collaboration with others.
- ★ Allows opportunities for advancement in starting one's own business: whether

consulting or specializing, the options and opportunities to becoming an

# Career Paths & Employment Opportunities

**Career Paths:** Financial

Managerial

Taxation

Accounting-related



**Employment Opportunities:**

Auditing

Controller

Legal Services Manager

Analysts

Consulting

Chief Executive Officer

Regulatory Advisor

Appraisers

Treasurer

Consultants

Directors

Accountant

Traders

Investigations Officer

Systems Managers

Investors

# Professional Core Courses

## Semester I:

- ACC 101 Principles of Accounting I
- BUS 105 Management
- ECO 105 Microeconomics

## Semester II:

- ACC 102 Principles of Accounting II
- ECO 106 Macroeconomics

## Semester III:

- ACC 205 Computer App in Accounting
- ACC 215 Intermediate Cost and Managerial Acc I
- BUS 213 Marketing
- BUS 223 Business Finance
- BUS 224 Business Ethics
- BUS 251 Business Communication
- PHIL 128 Philosophy of Human Nature

## Semester IV:

- ACC 216 Intermediate Cost and Managerial Acc II
- BUS 222 Business Law
- BUS 252 Small Business Mgmt



Highlights:

Guest  
Speakers

Field Trip

Practical  
Experience



# Business Admin w/ Economics



# Why study Economics?

- ★ Allows students to understand how demand and supply works, and as such be able to analyze why firms and consumers make the decisions they do.
- ★ Provides good foundation for further specialization as the study of economics can be applied to different industries and sectors. For example, agricultural economics and labor economics.
- ★ Allows students to know how economies function, as well as how government policies can be used to better market outcomes.
- ★ Accompanied with other business courses, it provides students with a well rounded business background, ready for further education or to enter the workforce

# Career Path and Employment Opportunities

- ★ Management in both public and private sectors
- ★ Teaching
- ★ Advisor
- ★ Economist
- ★ Consultant
- ★ Market analyst for the government and for private firms

# Professional Core Courses

## **Semester I:**

## **Semester III:**

- ❖ ACC 101 Principles of Accounting I
- ❖ BUS 105 Management
- ❖ ECO 105 Microeconomics

## **Semester II:**

- ❖ ACC 102 Principles of Accounting II
- ❖ ECO 106 Macroeconomics

- ❖ ACC 205 Computer App in Acc
- ❖ ECO 210 Microeconomics
- ❖ BUS 213 Marketing
- ❖ BUS 223 Business Finance
- ❖ BUS 224 Business Ethics
- ❖ BUS 251 Business Communication

## **Semester IV:**

- ❖ ECO 220 Macroeconomics
- ❖ BUS 222 Business Law
- ❖ BUS 252 Small Business Mgmt

# Business Admin w/ Accounting & Economics



# Why study Accounting and Economics

- ★ Both of these areas of study help both the public and the private sector with planning for the future, make sound financial decisions and set fiscal policies
- ★ Offers the first double major in the Business department, which allows students to have a competitive advantage when applying for scholarships
- ★ Allows students to have a solid background in both fields of study, and as such be more marketable and prepared for business related jobs.
- ★ Students will gain an understanding of how to track inflow and outflow of money, as well as the big picture trends that drive that money

# Career Paths and Employment Opportunities

- **Business Valuation**
- **Controller**
- **Merger Service Managers**
- **Analysts**
- **Consultants**
- **Economists**
- **Traders**
- **Appraisers**
- **Market researchers**
- **Strategic Directors**





# Professional Core Courses

## Semester I:

- ❖ ACC 101 Principles of Accounting I
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## Semester III:

- ❖ ACC 205 Computer App in Acc
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- ❖ BUS 251 Business Communication

## Semester IV:

- ❖ ACC 216 Intermediate Cost and Managerial Acc II
- ❖ ECO 220 Macroeconomics
- ❖ BUS 222 Business Law
- ❖ BUS 252 Small Business Mgmt

# Business Admin w/ Graphic Design



**Welcome to:**

**COMPUTER GRAPHIC DESIGN**

A fun and exciting business program that allows you to be innovative, and where your creative thinking are made visual.



# Why study Graphic Design?

- ★ **You get paid for being creative with your ideas:** If you're a creative type, with a good eye for detail, graphic design gives you the opportunity to bring your ideas to life.
- ★ **The world is your oyster:** Armed with a pencil, PC and the right software, a designer can work anywhere in the world. Nowadays many companies and clients don't mind where you work as long as you produce the goods.
- ★ **Be your own boss:** There are lots of opportunities for designers to work for themselves, from freelancing to setting up their agency.
- ★ **Cash in on digital:** With the rise of web and mobile platforms there is now unprecedented demand for digital led designer roles.

# Exciting Careers in Graphic Design

- Art Director
- Creative Director
- Film & Video Editor
- Marketing Manager
- Graphic Designer
- Multimedia Artist/Animator
- Drafter (Architecture and Engineering)
- Web Designer
- And the possibilities are ENDLESS



# Professional Core Courses - Commercial Graphic Design

## **SEMESTER II**

→ CGD 118: GRAPHIC DESIGN

## **SEMESTER III**

→ CGD 217: DESIGN COMMUNICATION

## **SEMESTER IV**

→ CGD 220: DIGITAL PUBLISHING

*You Are The Key To  
Your Success*  
***"YOU CAN DO IT!"***



Thank  
you !